

Heath Weaver

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With over two decades of experience, Heath has honed a versatile skill set that bridges technical expertise with strategic leadership. Known for driving innovation and fostering team growth, Heath's career reflects a commitment to excellence and a proven ability to adapt and thrive in dynamic environments.

Career

Personal project to explore AI at EmailsandDeals.com

2024-Aug – 2024-Dec | Brussels

- Designed and implemented a scalable backend with 12 Python microservices, achieving a processing rate of 1 email every 5 seconds, showcasing a strong startup mentality and scrappy approach to problem-solving.
- Integrated AI systems for email content review, improving deal extraction accuracy from 80% to 95%, demonstrating a solid understanding of AI tools and their application in eCommerce.
- Automated content generation and affiliate link integration, processing 11,500 emails and fully automating the system, highlighting a strong content generation inclination and ability to drive inbound efforts.

Managing Director at Essence of Email Agency

2019-Jun – 2024-Mar | Remote (US Clients)

- Led sales into eCommerce, closing 35% of deals across 200 opportunities, directly contributing to record revenue growth.
- Implemented AI-powered solutions like Custom GPTs for copywriting, saving 6% annually while enhancing customer satisfaction.
- Developed LinkedIn and cross-channel lead generation strategies, securing 6 new clients in under 3 months.
- Overhauled customer segmentation and email strategies, boosting client revenue by 34% through targeted campaigns.

VP of Marketing at Trilogy Software

2018-Mar – 2019-Jan | Remote (US Timezone)

- Developed Marketing assembly lines for 15 SaaS products, enhancing sales enablement materials and ABM strategies, directly contributing to streamlined product launches.
- Managed Salesforce migration and training, ensuring data integrity and team readiness for effective ABM strategies, aligning with startup mentality and scrappy execution.

Managing Partner & Co-Founder at Retorica & The Specialists Agency

2013-Jul – 2017-Jul | Remote

- Directed digital growth-hacking division, leveraging a strong network of contractors to enhance eCommerce strategies for startups and small businesses, leading to notable campaigns like Bombay Sapphire's Spice Hunter.
- Oversaw the digital division's focus on optimizing digital presence through advertising, email, and websites, demonstrating a scrappy startup mentality and a hands-on approach to strategy and execution.

Director, Europe at High Position Agency

2010-Mar – 2011-May | Partially Remote

- Developed and implemented a multichannel e-business strategy for corporate clients, resulting in a 75% revenue increase and a 40% reduction in customer churn, aligning with a strong understanding of the eCommerce industry and its segmentation.

Head of Search Engine Marketing, Europe at Sony eCommerce Europe

2007-Jun – 2010-Feb | Brussels

- Aligned European search activities with local marketing teams, achieving a 103% lift in search traffic year-on-year, demonstrating strong content generation inclination.
- Coordinated Pan-European search campaigns across 16 local teams, securing top 5 listings for high-volume keywords, showcasing a startup mentality and scrappy approach to lead generation.
- Developed the 'locomotive' strategy, turning VAIO's operational profit from 0% to over 5% in three years, reflecting a solid understanding of eCommerce industry segmentation and profitability.

Manager, Finance at Sony VAIO Europe

2003-Sep – 2007-Jun | Brussels

- Streamlined financial processes through automation, reducing monthly workload by 4 days, showcasing a startup mentality by rolling up sleeves to enhance operational efficiency.
- Developed 'locomotive' strategy, contributing to VAIO's profitability turnaround from 0% to 5% operational profit in 3 years, demonstrating strong content generation and strategic execution.
- Increased Revenue by 300% while reducing costs by 5% through Cost of Sales ROI strategies, reflecting a solid understanding of eCommerce industry segmentation and financial acumen.

Financial Analyst and Investor Relations at Charlotte Russe

2002-Sep – 2003-Apr | San Diego

- Automated reporting using Excel VBA (Macros), enhancing management productivity and streamlining data analysis and presentation processes.

Education

Dixie State University - in Business Administration with Accounting and Marketing Emphasis

1997-Aug – 1999-Apr | St. George, UT

Skills

Business Development:

Sales Strategy • Client Retention • Revenue Growth • Business Operations • Strategic Planning • Cost Optimization • Performance Analysis

Finance & Business:

Financial Analysis • Investment Advisory • Series 7 Licensed • Investor Relations • Budget Management • Revenue Optimization • Profitability Analysis • Strategic Partnerships • Client Relations • Sales Operations • Market Analysis

Leadership & Management:

Team Leadership • Performance Management • Business Strategy • Process Optimization • Client Relationship Management • Project Management • Change Management • P&L Management • Six Sigma • Strategic Planning

Marketing & Digital:

Digital Marketing Strategy • Email Marketing • Lead Generation • Client Acquisition • Customer Segmentation • Multichannel Marketing • Digital Advertising • Campaign Management • Copywriting • SEO/SEM • Content Strategy • Marketing Automation • Growth Marketing • Performance Marketing • Marketing Analytics • Brand Development • Social Media Marketing • Marketing Operations • ABM Strategy

Technical:

AI Implementation • Custom GPT Development • Process Documentation • Digital Optimization • Testing & Analytics • SQL • Python • Deno • PostgreSQL • Vector Databases • AI/ML Integration • Tableau • SAP • Excel VBA • API Development

Languages:

English (Native) • French (Basic) • Italian (Learning)

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